

Abstract of the Disclosure

A method and an apparatus for grouping targeted advertisements on an advertisement channel. The advertisements may be grouped at a head end, at a central location, and 5 delivered as a time division or channel division multiplexed by the advertisement group to the one or more subscriber ends. In time-division multiplexing, the advertisements corresponding to the advertisement groups are temporarily grouped together when transmitted. In channel-division multiplexing, each advertising 10 group is assigned to a different advertising channel and the STBs are instructed to download all the advertisements on the particular advertisement channel to which it corresponds. In particular, for ATM transport, encoded video streams may be sent on one or more channels such as Virtual Path Identifier/Virtual Channel Identifiers (VPI/VCIs). To achieve ad grouping, one or more dedicated channels (i.e., VPI/VCIs) may be created and assigned to carry only ads of a particular group.